



Examination of Nonresponse Follow-up (NRFU) Impact on AmeriSpeak Panel Data Quality and Study Estimates

Ipek Bilgen, J. Michael Dennis, and N. Ganesh

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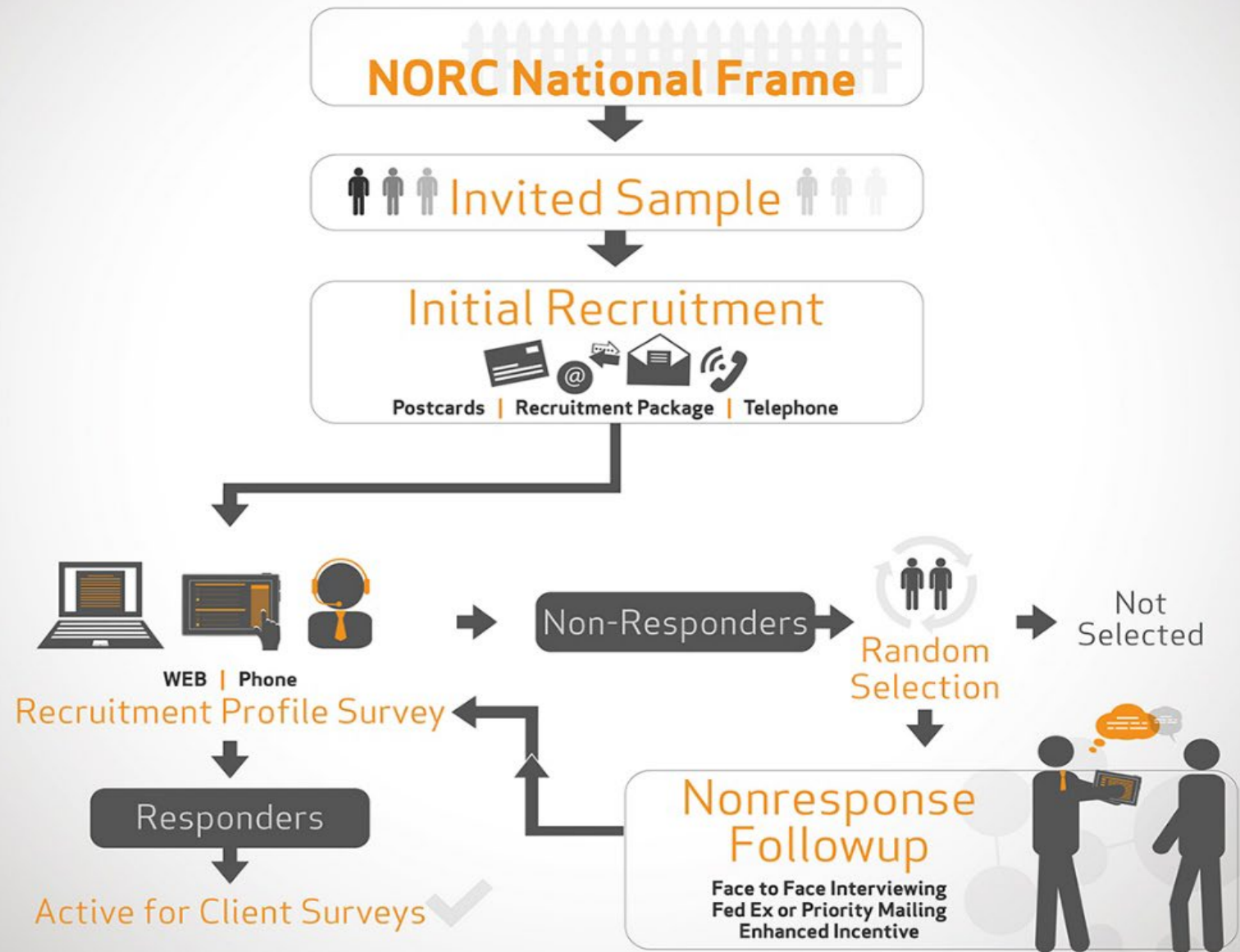
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Introduction

- Within the last decade, probability-based panels are growing in acceptance by the research community
 - Used in variety of fields – Social research, market research, medical research, election studies, etc.
- Nonresponse during the recruitment stage is as a big danger to accurate estimates in probability-based web panels
- In this study, we examine the impact of **nonresponse follow-up** using **face-to-face (F2F)** interviewing during recruitment on AmeriSpeak Panel data quality

AmeriSpeak Panel Recruitment Methodology



Mixed Mode Methodology: Data Collection Modes in Studies

Web Mode

Access survey via log-into AmeriSpeak.org or emailed study invitation

PCs

Laptops

Tablets

Smartphone
An alternative to phone mode for non-web households



Phone Mode

Addressing "web reluctant," non-web and low-literacy households

In-bound CATI

Out-bound CATI



**Panelist
Mode
Preference:**

Phone: 17.1%
Web: 82.9%



What is the impact of nonresponse follow-up (NRFU) during panel recruitment on AmeriSpeak Data Quality and Study Estimates?

- What is the impact of F2F NRFU on **panel response rates (AAPOR RR3)**?
- Does F2F NRFU improve **demographic representation of the panel sample**?
- Does F2F NRFU have an impact on the **study estimates**?
 - In what ways NRFU panel recruits differ in **their opinions, attitudes, and behaviors** in comparison to the initial recruited panelists among different Amerispeak studies?

Response Rate & Panel Composition Analysis

AAPOR RR3 (2014-2018 AmeriSpeak Panel Recruits)

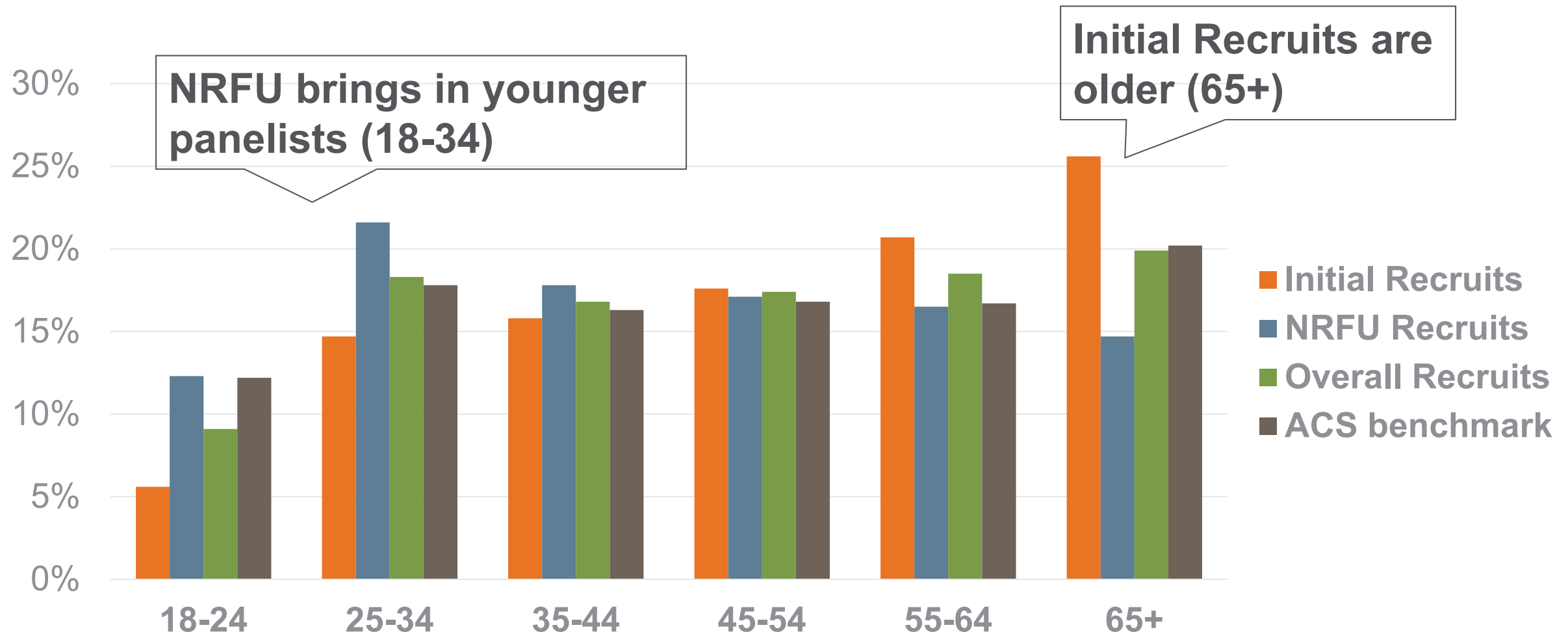
Description	Response Rate (AAPOR RR3, Weighted)
Household Response Rate due to Initial Recruitment	5.6%
Household Response Rate due to NRFU	28.6%
Household Response Rate	34.2%

NRFU boosts response rate by 6.1 times

More than half (53.1%) of AmeriSpeak panelists have been recruited during the NRFU recruitment stage

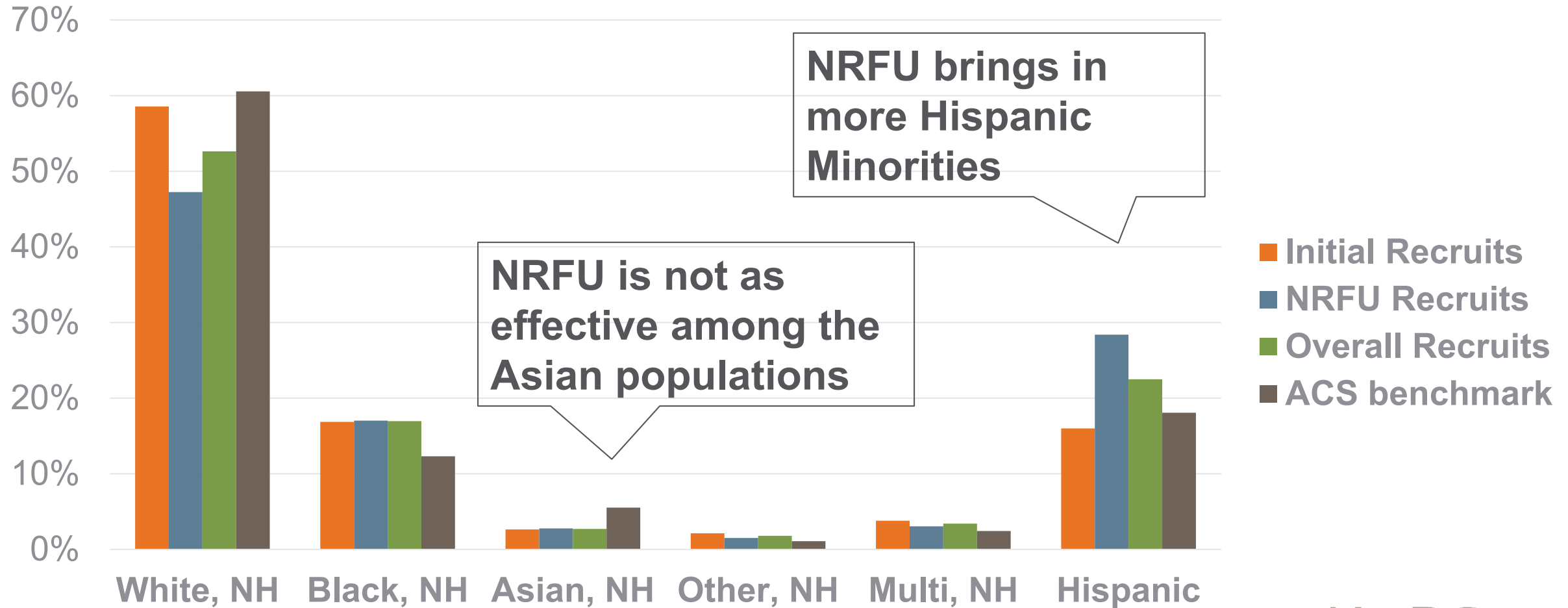
Panel Composition (2014-2018 AmeriSpeak Panel Recruits)

Unweighted Panel Distribution by Panelist Type and Age



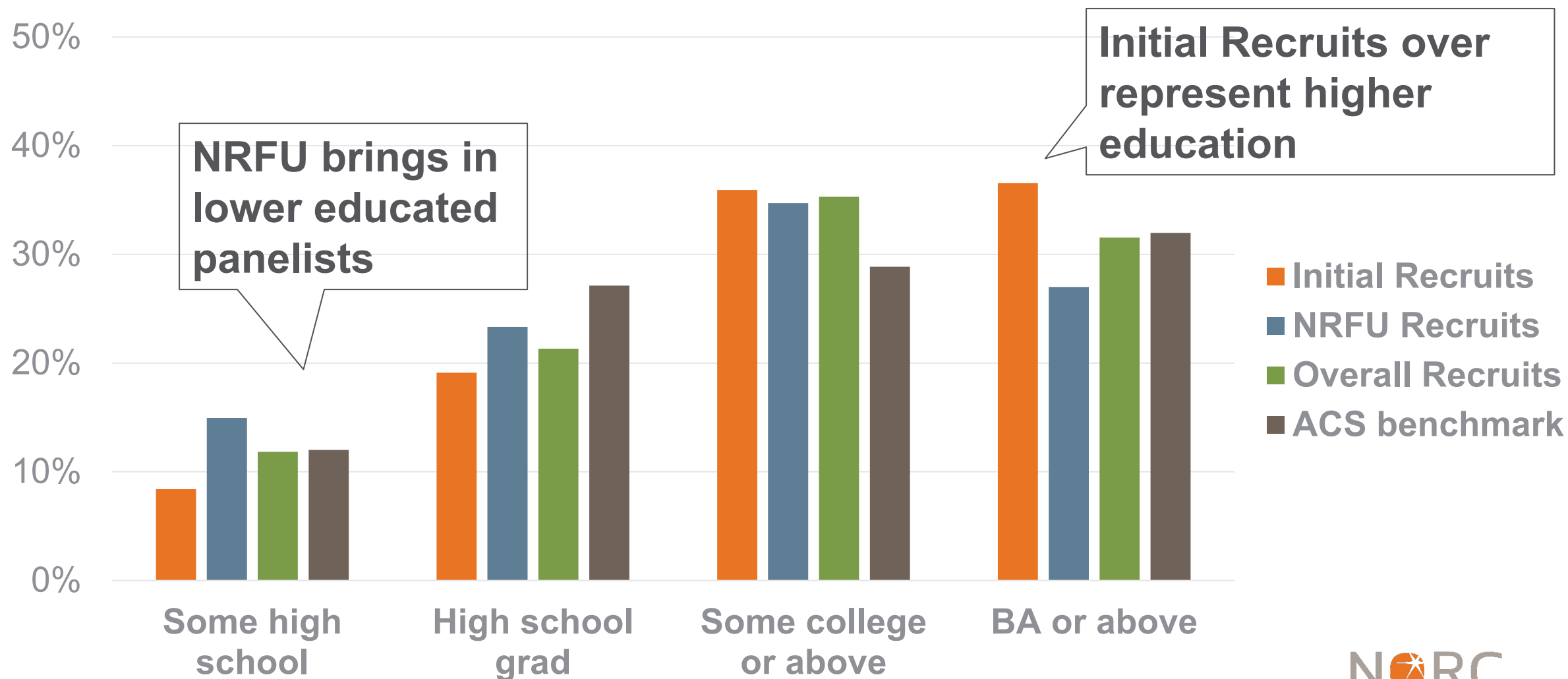
Panel Composition (2014-2018 AmeriSpeak Panel Recruits)

Unweighted Panel Distribution by Panelist Type and Race



Panel Composition (2014-2018 AmeriSpeak Panel Recruits)

Unweighted Panel Distribution by Panelist Type and Education



Study Estimates Analysis

AmeriSpeak Survey Data Sources: Evaluating the Impact of Face-to-Face Panel Recruitment on the Measurement of Attitudes and Opinions

ACADEMIC

University of Michigan “NASA Scientific Literacy Study”

Johns Hopkins University “Public Support for Gun Violence Prevention Policies Among Gun Owners and Non-Gun Owners”

GOVERNMENT

General Social Survey
AmeriSpeak Study

Legal Services Corporation
“Justice Gap’ Survey”

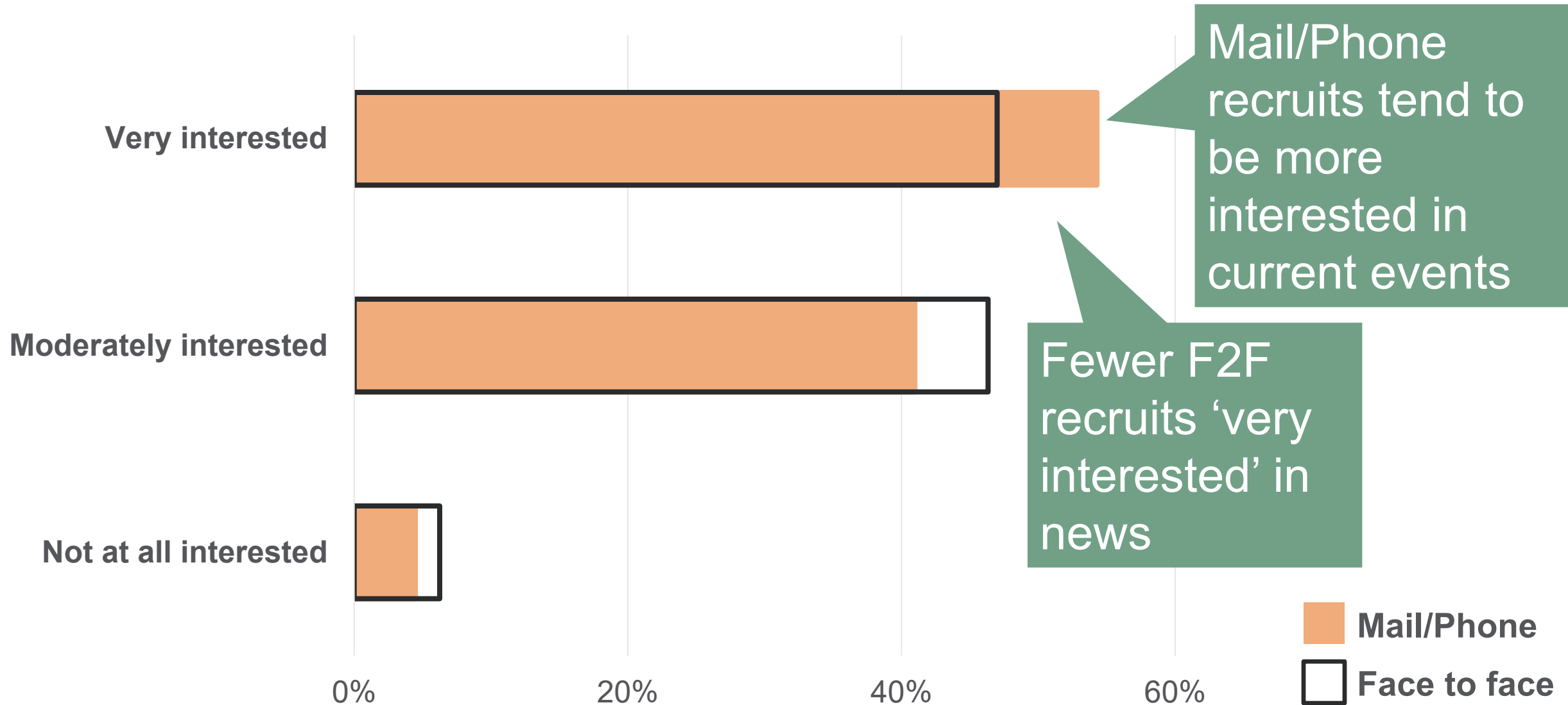


CONSUMER RESEARCH

AARP Retirement Study

All analyses are conducted with weighted data reflecting the probabilities of selection and post-stratification weighting

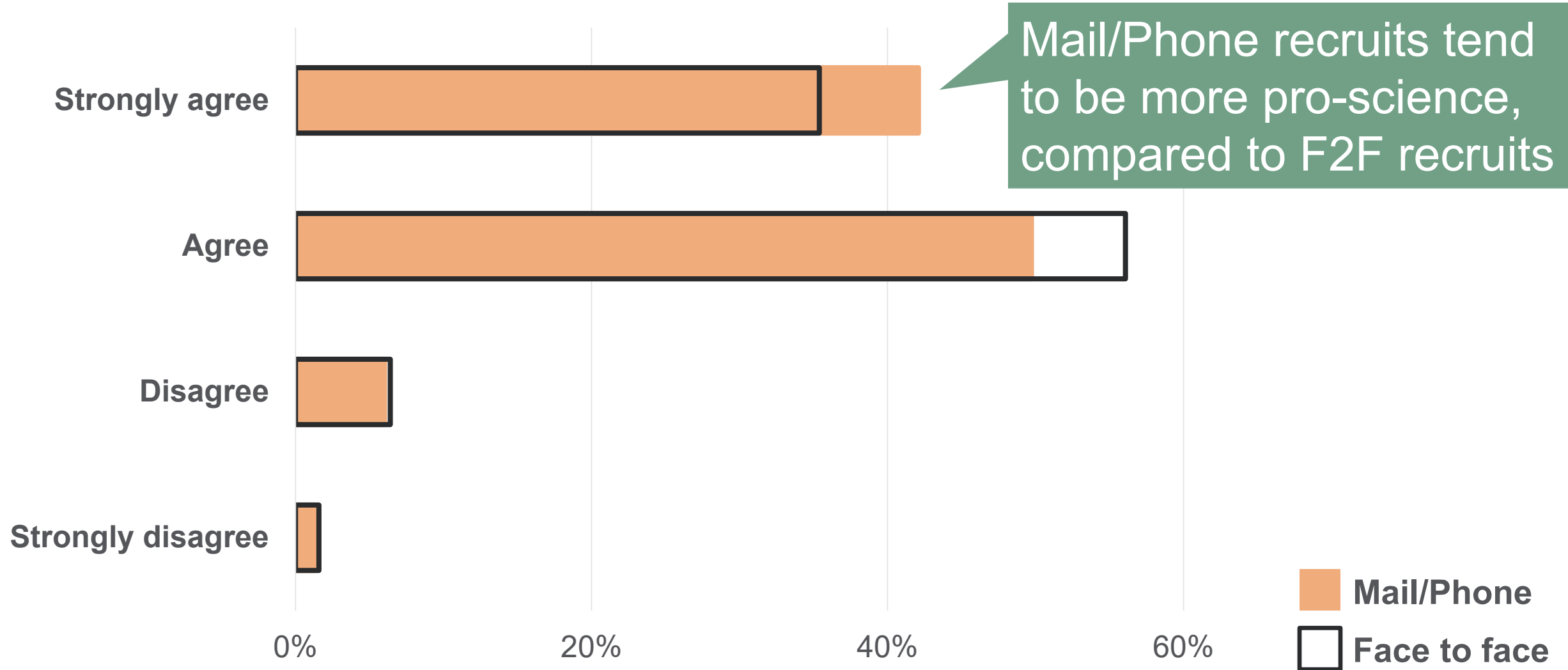
How interested are you in current news events?



Source: University of Michigan "NASA Scientific Literacy Study" (Weighted)

** $p = 0.003$

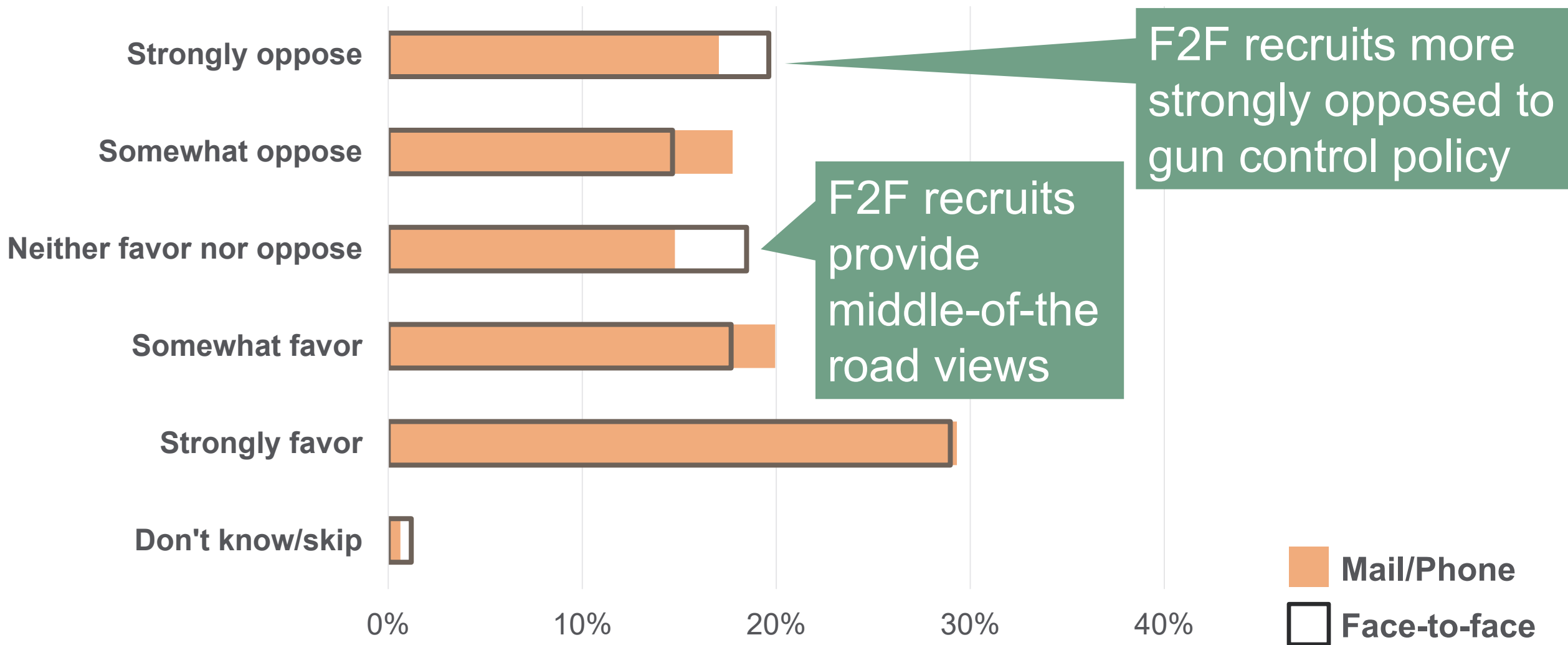
Science and technology are making our lives healthier, easier, and more comfortable



Source: University of Michigan "NASA Scientific Literacy Study" (Weighted)

* $p = 0.011$

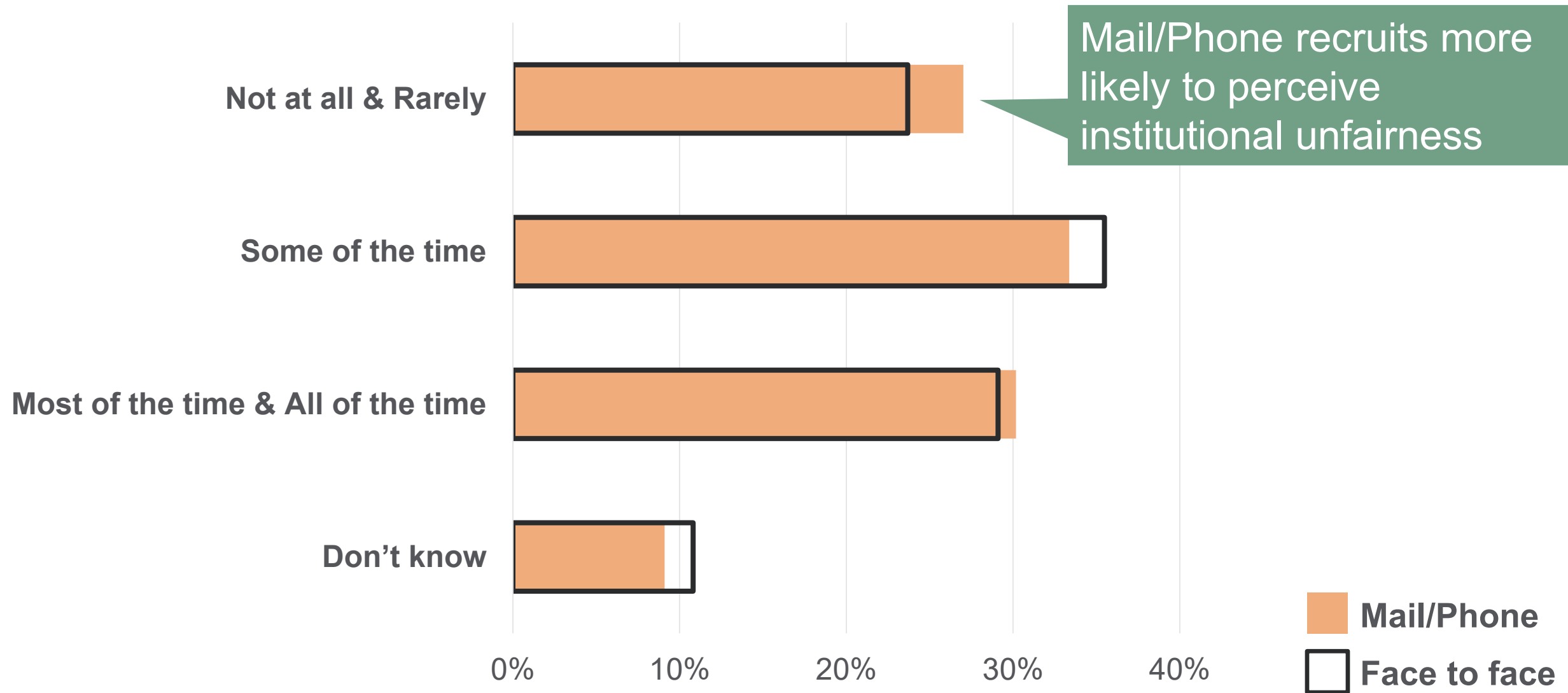
Favor or oppose the proposal: "Prohibiting a person convicted of drunk and disorderly conduct to carry a loaded gun in public"



Source: Johns Hopkins Univ. Public Support for Gun Control Policies Study (Weighted)

* $p = 0.049$

To what extent do you think people like you are treated fairly in the civil legal system? [Asked of Low-Income Households]

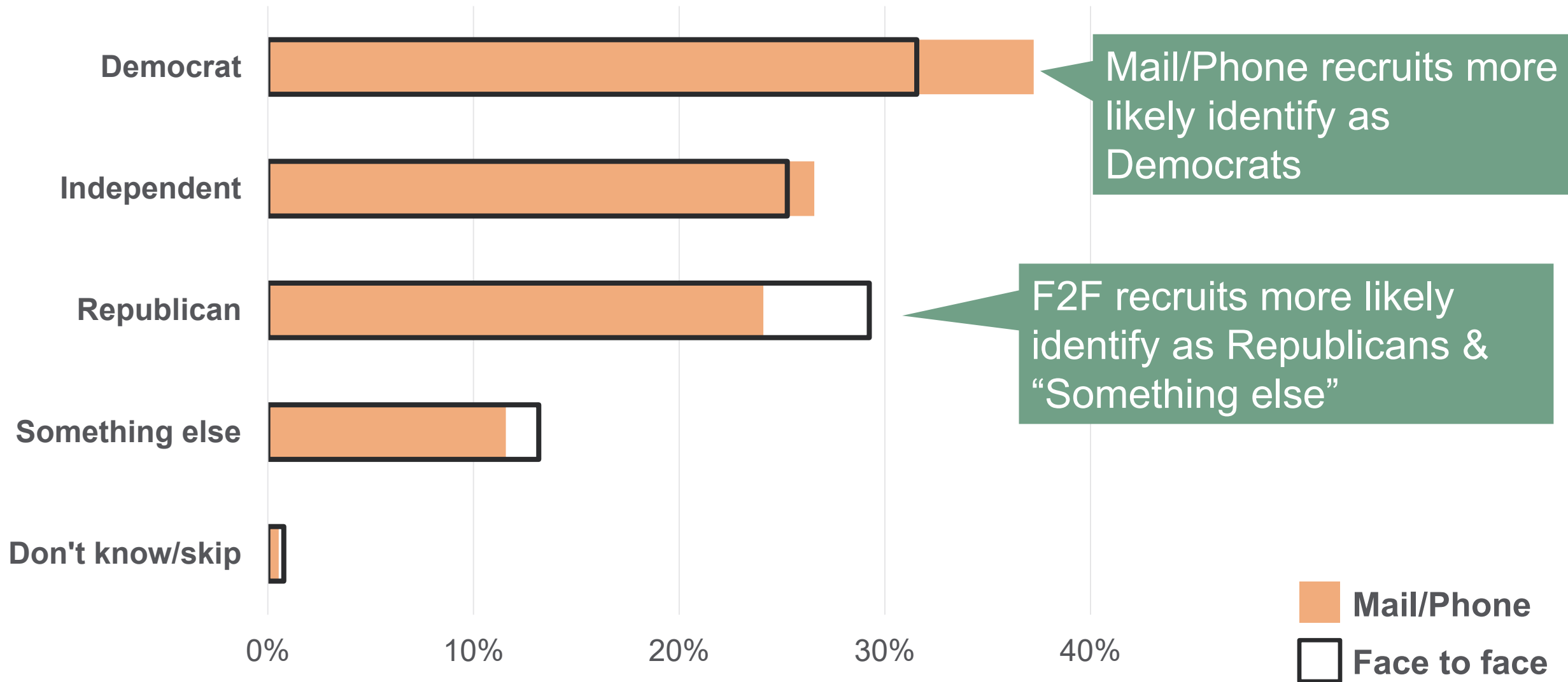


Source: Legal Services Corporation "Justice Gap" Study (Weighted)

*** $p < 0.0001$

Do you consider yourself to be . . .

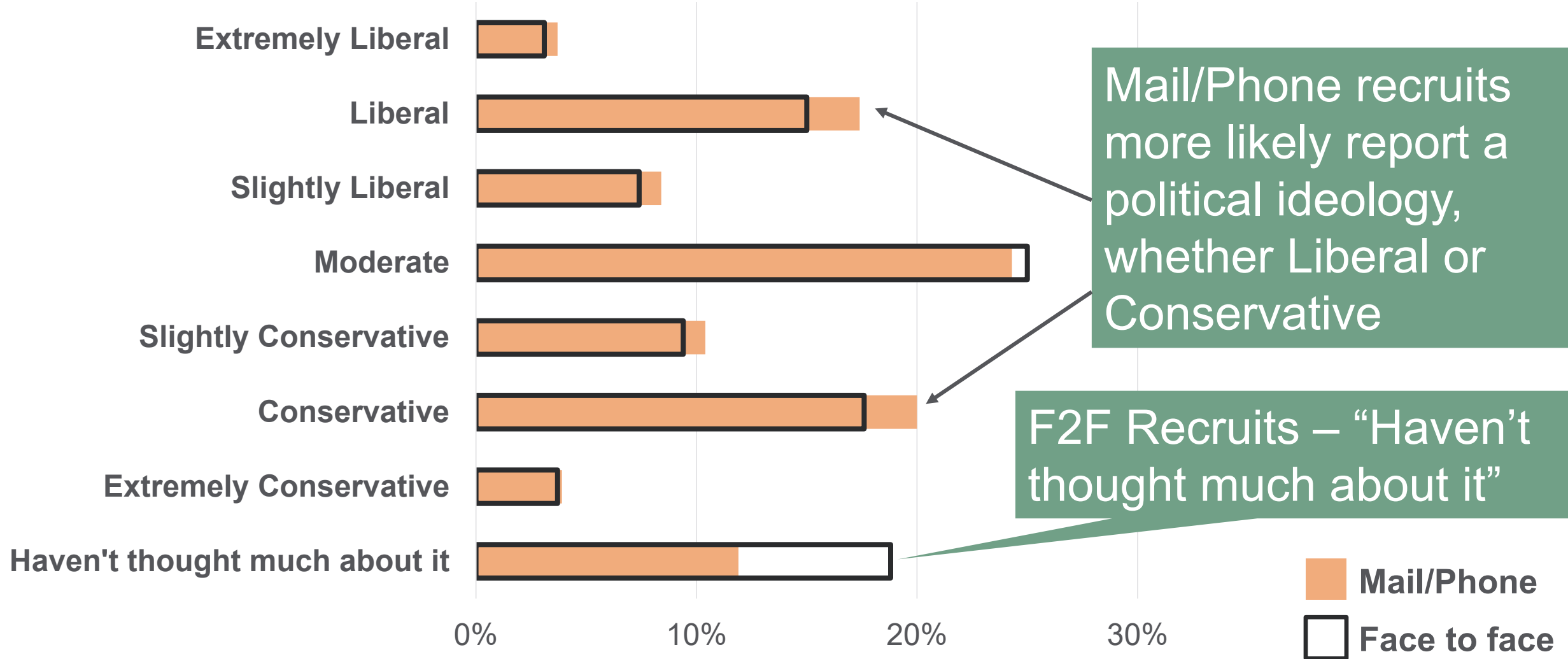
[Asked of Working adults age 18-64 in private sector]



Source: AARP Retirement Survey (Weighted)

*** $p < 0.0001$

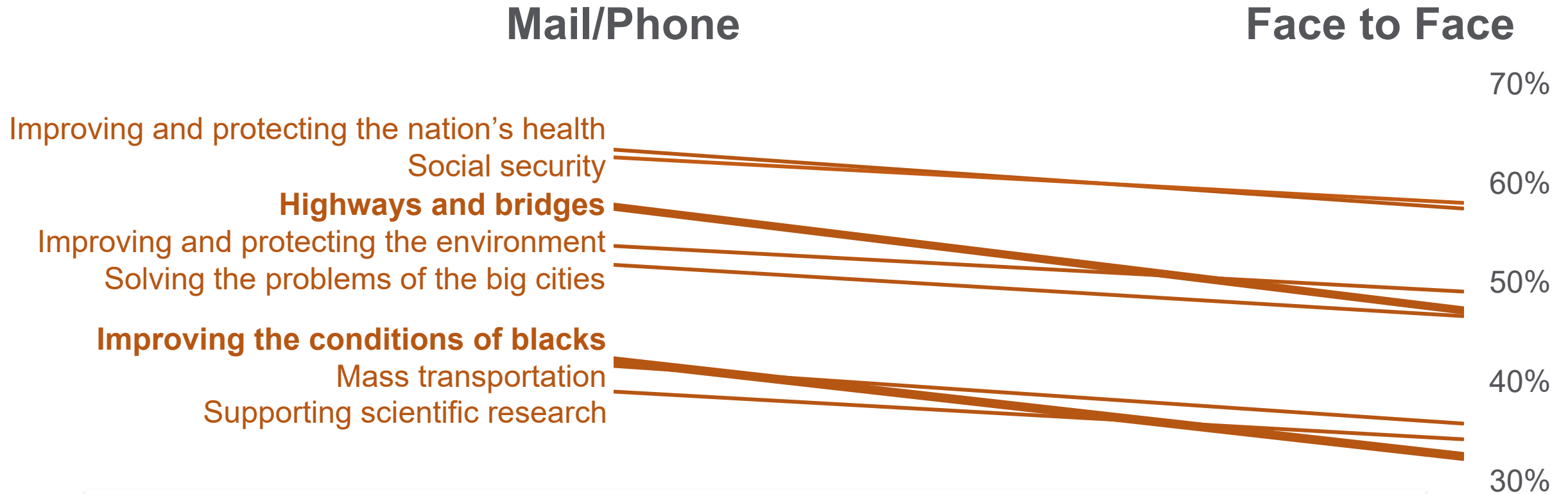
When it comes to politics, do you usually think of yourself as...



Source: AmeriSpeak Panel Recruitment Survey (Weighted)

*** $p < 0.0001$

National Spending Priorities: % Reporting the Country Spends “Too Little”



F2F Recruits Trend Towards Conservative Positions on Government Spending

Mail/Phone % - F2F % > 4pp

Source: AmeriSpeak Panel 2016 General Social Survey (Weighted)

SUMMARY – IS FACE TO FACE RECRUITMENT MAKING A DIFFERENCE?

Mail/Phone panelists – recruited with less effort – more prone to being very interested in news, pro-science, and liberal policy positions

F2F panelists – recruited after greater effort – less prone to being very interested in the news and more likely to report conservative policy positions

Questions?

bilgen-ipek@norc.org

Thank You!